

## Case Study

# Leading Enterprise Tech Company Sees 87% of Inbound Leads Coming from TAM-Aligned Accounts.

How a Silicon Valley-based tech giant identifies, prioritizes and aligns on its best target accounts with Leadspace.

## Summary

- **\$51B Opportunity Unlocked:** An enterprise data infrastructure company partnered with Leadspace to build an accurate, segmented, and prioritized TAM – filtering 231 million companies down to the ones that truly align with their tech and revenue goals.
- **Unified GTM Strategy:** By refreshing outdated data, mapping global hierarchies, and building TAM, SAM, and SOM models by industry and geography, the company aligned marketing, sales, and territory planning around a single source of truth.
- **Measurable Impact:** With 87% of inbound leads now coming from TAM-based accounts, Leadspace enabled smarter targeting, territory optimization, and scaled ABM execution through advanced profiling and segmentation.

## The Challenge

As the company expanded, their existing methods of identifying and managing accounts with the best opportunity no longer met the demands of their evolving go-to-market strategy. Their prioritization approach faced three critical challenges:

- **Narrow focus on revenue:** Relying solely on account revenue failed to capture untapped industry-specific storage needs.
- **Outdated data:** Their CRM lacked comprehensive and current account data, missing crucial opportunities.
- **Lack of alignment:** Sales, marketing, and operations lacked a unified view of their best target accounts, hindering consistent go-to-market execution.

To tackle these issues, their GTM team needed a scalable, data-driven framework to align every function around the most impactful opportunities.

## The Goal

Launch a robust, account-based marketing and territory planning initiative – starting with a complete refresh of their account data and ending with full alignment across sales, marketing, and operations on a unified Total Addressable Market (TAM) and Serviceable Available Market (SAM) framework.



## Step 1. Build the Foundation

Starting from the Leadspace global pool of 231M company records and 8.5B global units (GUs), they defined account hierarchies, evaluated existing coverage, and enriched missing data.

## Step 2. Calculate Relative Opportunity

In coordination with Leadspace, they developed a company-specific TAM model that takes into account nuances in storage spending across a variety of different aspects:

- **Company Revenue/Employee count** – revenue was used for commercial companies and employees for public sector.
- **Company Family hierarchy** – important to understand where the TAM sits in the parent/child tree.
- **Historical penetration of its market** – used for understanding the serviceable portion.
- **Industry-specific potential** – by NAICS code as well as buying pattern since certain industries use managed services versus direct datacenters for example.


This methodology allowed them to rank order company attractiveness in their CRM and develop a more meaningful TAM/SAM model, identifying real opportunity based on actual addressable spend – not just company size.

## 3. Align on Segmentation and Territories

Leadspace helped pressure-test their TAM model by:

- Mapping current revenue to target accounts.
- Benchmarking against market forecasts.
- Optimizing sales territories and marketing target audiences using account-level TAM and historical purchase data.

### TAM, SAM and SOM Market Evaluations – Easily Explained



<b>TAM</b>	<ul style="list-style-type: none"> <li>• <b>Total Available Market</b></li> <li>• &gt; Focus on: Total Market / Size</li> <li>• &gt; Example: Total Data Storage Market</li> </ul>
<b>SAM</b>	<ul style="list-style-type: none"> <li>• <b>Serviceable Available Market</b></li> <li>• &gt; Focus on: your own Tech / Services</li> <li>• &gt; Example: External OEM Market, Upper Price Bands, Ethernet, Fibre</li> </ul>
<b>SOM</b>	<ul style="list-style-type: none"> <li>• <b>Serviceable Obtainable Market</b></li> <li>• &gt; Focus on: which realistic market share can be obtained by myself, considering competition, countries, trends, expected demand/forecast, my sales distribution channels and other market influences?</li> <li>• &gt; Example: All countries except India and China</li> </ul>

**The Result?** *A full restructuring of sales territories based on real, validated opportunity data.*

## Business Value

- ✓ **Aligned sales and marketing:** 87% of inbound leads now come from TAM-aligned accounts.
- ✓ **Better lead-to-account matching and territory definition:** Added missing companies across all levels of the sales pyramid.
- ✓ **Corporate alignment:** Unified account definitions across sales, marketing, and ops.
- ✓ **Tighter resource planning:** Refined sales territories to optimize rep-to-opportunity ratios.
- ✓ **Stronger capacity planning:** Developed and operationalized account-level TAM/SAM methodology.
- ✓ **Improved time to engagement for the best prospects:** Achieved the fastest path from TAM to opportunity, fully aligning GTM resources.

## Key Takeaways

- **Don't rely solely on CRM data.** It won't give you the full picture – the most attractive companies or sites may not be in the system.
- **Industry matters.** Product needs vary dramatically beyond just revenue figures.
- **Alignment is everything.** Invest the time to bring sales and marketing together around a single view of the best-fit accounts.
- **Continuously refine.** A static model won't keep up with a dynamic market.

## Conclusion

With Leadspace Profiling, they didn't just find more accounts – they found the right ones. By aligning the entire organization around a unified, data-driven target account strategy, they achieved scalable growth, improved sales efficiency, and a streamlined go-to-market engine ready to capitalize on a \$51B opportunity.

**Identify and align on your best accounts today.**

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